

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
(PDR)
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AD# (PS1) 106-C2 "LOTTO COMPUTER"-REQ# M-93349-Super Page (8" x 10 13/16")-4/C
Product Movers (Spokane, Wash.), May 10, 1987

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PLAYERS LIGHTS 25's

Go ahead, press your luck!

FREE Lotto Computer!

Now picking lotto numbers has never been easier or faster. Just press the big red Players Lights 25's button and your Lotto Personal Computer* will randomly select numbers for any state lottery or daily numbers game! You're always in luck with Players Lights 25's—50 EXTRA per carton, 5 EXTRA per pack!

And now get the Players Lights 25's Lotto Computer FREE with 4 carton proofs of purchase.



Kings
& 100's
Regular and
Menthol

Mfr's suggested pricing based on full-price brands.

Kings: 10 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

*Lotto Personal Computer is a trademark of Lotronics, Ltd. 1986

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

PLAYERS LIGHTS 25's

FREE Lotto Computer!

TO ORDER: ☐ FREE Lotto Computer:
Send 4 carton UPC codes from 4 cartons of Players Lights 25's any style (no cash necessary). Limit 1 free Lotto Computer per person.

OR: ☐ Full Price Offer:
Send \$20 check or money order to PLAYERS LIGHTS 25's LOTTO COMPUTER (no cash please) for each Lotto Computer ordered.

# of Computers	Lotto Computer Price	Total Cost
4	\$20.00 each	\$80.00
Total Order	\$	\$80.00

Send order form to:
Players Lights 25's Lotto Computer
P.O. Box 18029
Hempstead, NY 11743-9942

Send Lotto Computer(s) to:

Name _____
Address _____
City _____
State _____ Zip _____

Please allow 6 to 8 weeks for delivery. No cash necessary in this offer you verify that you are a person 21 years of age or older. Offer expires 5/31/87. Offer good while supply lasts.



PLAYERS LIGHTS 25's

You're already in luck...
Here's \$1.00 off your
next carton!

WARNING: Quitting now Greatly Greatly improves your chances of avoiding serious complications to your pregnancy. Smoking during pregnancy can result in low birth weight, preterm birth, and stillbirth. For more information, call 1-800-4-A-QUIT.



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